

Increasing diversity in your workforce

The iMOVE Wayfinder project *Barriers to women entering and progressing in transport roles* looked at the challenges faced by companies in male dominated industries. The research developed a recruitment model which focused not only on encouraging more women to apply, but to maximise women's chances of succeeding and staying with the company to go on to develop successful careers.

The diagram shows what companies can do at each stage of the career journey.



Source: McLean P & Jones J. *Barriers to women entering and progressing in transport roles* iMOVE Wayfinder 2022

The research also identified a number of initiatives that have been successful in both recruiting and retaining women in male dominated industries.

Recruitment initiatives that have been successful

- Is operational experience really an essential requirement? Having it as a must have detracts women from applying yet the skills can often be learned on the job.
- Offer trainee positions – school students currently working part-time are a valuable cohort to target for this.
- Offer internships to students currently studying at university or TAFE
- Offer family friendly shifts and promote this when advertising positions

Retention initiatives that have been successful

- Provide a 'stay connected program' for women on maternity leave
- introduce 'women's listening sessions', talking to, and listening to female employees
- Ensure women are offered 'shadow a leader' opportunities and other professional development opportunities